LEO BURNETT U.S.A.
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# The low-tar cigarette with the recessed tip.

*The thoughtful choice in low-tar smoking.*

*Most low-tar cigarettes are flush-tipped. So tar buildup is flat against your lips.*

*But Parliament has the recessed tip. That means tar buildup never touches your lips. All you get is that neat, clean taste.*

*So if you're trying to find a low-tar cigarette that tastes good, why not choose the one with the difference, Parliament with the recessed tip.*

## Parliament

*Kings, Box and 100's*

Box: 14 mg. "tar," 0.8 mg. nicotine—
Kings: 16 mg. "tar," 0.8 mg. nicotine—100's: 17 mg. "tar," 1.0 mg. nicotine av. per cigarette, FTC Report Apr. '76

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/gfgn0003

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